



THE MARKETING MEMO

October 2008

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

1220 N St., Sacramento, CA 95814

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www.cdfa.ca.gov/mkt/mkt

PROGRAM ISSUES

BUDGETS AND STATEMENTS OF CONTEMPLATED ACTIVITIES:

Almost every commission law requires that the commission submit an annual budget along with a statement of contemplated activities to the Department for concurrence. These laws provide that no monies can be spent on program activities until these documents are approved by the Department.

While many commissions do a fine job of submitting detailed statements of contemplated activities each year, we have noticed that some commissions provide little if any detail to support the budget numbers submitted for approval.

In most cases, information detailing program activities for the upcoming year is provided to the Board of Directors at the meeting when the commission's budget for the year is adopted. This information can easily be reformatted to serve as the required statement of contemplated activities for subsequent submission to CDFA.

While the California Marketing Act and council laws do not have a similar requirement, the Department asks that advisory boards and councils also submit a summary of contemplated activities for the upcoming year as supporting documentation for their proposed budgets. As stated above, such information is usually provided to board members as a handout at the budget-setting meeting.

The Marketing Branch will endeavor to process proposed budgets and statements of contemplated activities prior to the beginning of each new fiscal year if the program submits the needed documents in a timely fashion.

As always, we appreciate your assistance in ensuring that the requirements of the various marketing program laws are met.

CITRUS RESEARCH MAJOR AMENDMENT STATUS:

On September 18, 2008, the Marketing Branch conducted a public hearing in Tulare, California to receive testimony and evidence regarding proposed major amendments to the Marketing Order of the California Citrus Research Program. The amendments would allow the Program to increase its current assessment rate cap and conduct pest and disease control activities, which are intended to complement the Department's current efforts in that arena. Based on facts presented at the hearing, the Branch has decided to issue the proposed major amendments to an industry referendum, which is the second phase of the major amendment implementation process. Referendum ballots with a November 10, 2008 deadline were mailed out to all California citrus producers on October 24, 2008. Following a brief tabulation period, the results of this referendum will be announced to the industry.

SEA URCHIN COMMISSION CONTINUATION HEARING:

A continuation hearing was recently conducted for the Sea Urchin Commission. Per the request of the Commission, the hearing was held in three locations. Information on the hearing can be seen at the Marketing Branch section of the CDFA website. A total of 19 witnesses testified at the three locations, and written testimony has been received from 10 additional industry members. One witness at the Ventura location entered a petition for the suspension of the Commission that was signed by 45 urchin divers. Five additional divers have added their names to the petition since its receipt. The hearing record closes on November 7, and the Branch will use all input received to decide on the continuation of the Commission.

ADMINISTRATIVE ISSUES

CHANGES IN PROGRAM ASSIGNMENTS FOR MARKETING BRANCH STAFF:

Joe Monson, who joined the Branch in July has been a quick study of marketing programs and the various marketing laws in the Food and Agricultural Code. Therefore, we have assigned him programs to work with.

Effective November 1, Joe is assigned to:

- Dry Bean Advisory Board
- Garlic & Onion Dehydrators Inspection Board
- Garlic & Onion Research Board
- Citrus Research Board
- Citrus Nursery Board
- Processing Tomato Board
- Sheep Commission

A complete list of programs assigned to each Marketing Branch Analyst/Economist can be viewed at: www.cdfa.ca.gov/mkt/mkt/liasons.pdf

FALL MARKETING PROGRAM EXECUTIVE MEETING:

The Secretary is calling for another Executive's meeting. The meeting will once again be held at the Farm Bureau in Sacramento on November 24 at 1pm in the First Floor Conference Room. We will report on the status of the new *Accounting Manual and General Rules and Regulations* as well as discussing the status of the Fiscal and Compliance Audits. A copy of the meeting notice and agenda are attached to this memo. If you have any questions, please contact Bob Maxie or Beth Jensen of the Marketing Branch at (916) 341-6005.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 3, 2008 (July-September 2008) Qtr 4, 2008 (October-December 2008) <div> Was Due: October 31, 2008 Due: January 31, 2009 </div>
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none"> • New members: within six months of assuming their position. • Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	<i>As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.</i>
Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

GENERAL INFORMATION**MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:**

We routinely include notices of job openings in the Marketing Memo for openings with the California marketing programs and other agricultural organizations. Please contact Beth Jensen at 916-341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

MARKET ENFORCEMENT ADVISORY:

Attached is the Market Enforcement Advisory Notice for September 2008. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.